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American Dental Association, Publishing Division

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ADA NEWS

150
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American
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Association®

OCTOBER 1, 2009

VOLUME 19 NO. 2

Association weighs in on health care legislation amendments

BY CRAIG PALMER

Washington—The Association “believes it is imperative that individuals and families have access to quality

Council action leads to EOB changes, page four

benefits and dentists,” ADA officials told the Senate Finance Committee as that panel began considering health care reform legislation.

With grassroots lobbying assistance, the Association staked out positions on seven of 564 expected amendments to a committee draft bill. Dentists in town for the Michigan Dental Association's annual congressional lobby lined up support for one of those measures, an ADA-proposed amendment intended to “ensure that individuals and families who like their current dental coverage can continue to keep it in any future health insurance exchange.”

“The American Dental Association would like you to know our position on a number of amendments that are expected to be offered during the Finance Committee's markup of health care reform legislation,” Dr. John S. Findley, Association president, and Dr. Kathleen T. O'Loughlin, executive director, said in a letter to the committee chair, Sen. Max Baucus (D-Mont.).

“The ADA appreciates the hard work that has been done by the Committee on health care reform,” the ADA officials said. “Our goal is to ensure that the American public continues to have access to the best oral health care in the world.”

The Association's policy letter will be posted in the Health Reform content area on ADA.org. ■



Photo by Lagniappe Studio

Welcome to Hawaii: Ready to celebrate the ADA's 150th anniversary are (from left) Drs. James K. Feldman, Visioning and Strategic Planning Subcommittee chair; John R. Williams, Local Arrangements and Meeting Logistics Subcommittee chair; Calbert M. Lum, general chair, Committee on Local Arrangements; Ronald L. Tankersley, ADA president-elect; John S. Findley, ADA president; Robert L. Skinner, chair, Council on ADA Sessions; Stephen W. Carstensen, 2009 program chair; Michael D. Medovic, Exhibitor Relations Subcommittee chair; and W. Ken Rich, ADA 6th District trustee and 2009 Board liaison to CAS.

BRIEFS

Schedule change:

The ADA has announced time changes for House-related meetings this week. The new times are different than those listed in the Official Guide.

The first meeting of the House of Delegates is changed to 1-6 p.m. on Friday. The House will meet at the Hawaii Convention Center, 4th floor.

Also changed are the reference committee hearings, which will begin at 9:30 a.m. Saturday and will be staggered every 30 minutes. The order of the hearings has also changed and there are new room assignments at the Hilton Hawaiian Village, Mid-Pacific Conference Center. The new schedule follows:

- Membership and Planning, 9:30-11:30 a.m., Coral IV;
 - Dental Benefits, Practice, Science and Health, 10 a.m.-noon, Coral III;
 - Budget, Business and Administrative Matters, 10:30 a.m.-12:30 p.m., Coral V;
 - Dental Education and Related Matters, 11 a.m.-1 p.m., Coral I and II;
 - Legal, Legislative and Public Affairs Matters, noon-2 p.m., Coral IV;
 - CODA Opening Hearing, 9:30-10:30 a.m., Coral I and II.
- The House will hold its annual Mega Topic Discussion Friday, 10:30 a.m.-12:30 p.m. ■



straight
from the
MOth

ADA American
Dental
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Patient-centered: Dr. Eric Grove (left) and Dr. Ruchi Nijjar Sahota introduce themselves as the hosts of “Straight From the Mouth,” the ADA video podcast program which is being launched during annual session. Last year's House of Delegates approved a plan for the Council on Communications to develop patient-oriented podcasts (video and audio productions posted on the Internet and designed for playback on computers or portable digital players such as iPods) to help establish the ADA as a trusted resource of oral health information, particularly among younger patients who increasingly seek health information online. The first podcast focuses on overcoming dental anxiety; future topics will cover oral piercing, tooth whitening and the importance of regular dental appointments. View the first podcast at “www.ada.org/public/manage/podcasts/index.asp” or iTunes.

TODAY at a glance



- All events (except where noted) are at the Hawaii Convention Center.
- ADA Professional Product Review Forum, 3rd floor, 6:30 a.m.-3:30 p.m.
- First-time Attendee Orientation Center, Room 317A, 6:30 a.m.-3:30 p.m.
- World Marketplace Exhibition, 1st floor, 7:30 a.m.-3:30 p.m.
- Free continuing education, Live Operatory Center, 1st floor, 7:30 a.m.-3:30 p.m.

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Extend your stay with a post-session course

There is still time to register for post-session continuing education courses Oct. 6 and 7.

"Mini" Implants: Techniques, Placement and Integration by Dr. Gordon Christensen, will convene at Wailea Beach Marriott Resort and Spa, Maui.

Demystifying Digital Photography: Clinical Concepts and After-Hours Artistry, by Dr. Stephen Snow, will be held at Waikoloa Beach Marriott Resort & Spa on Hawaii's Big Island

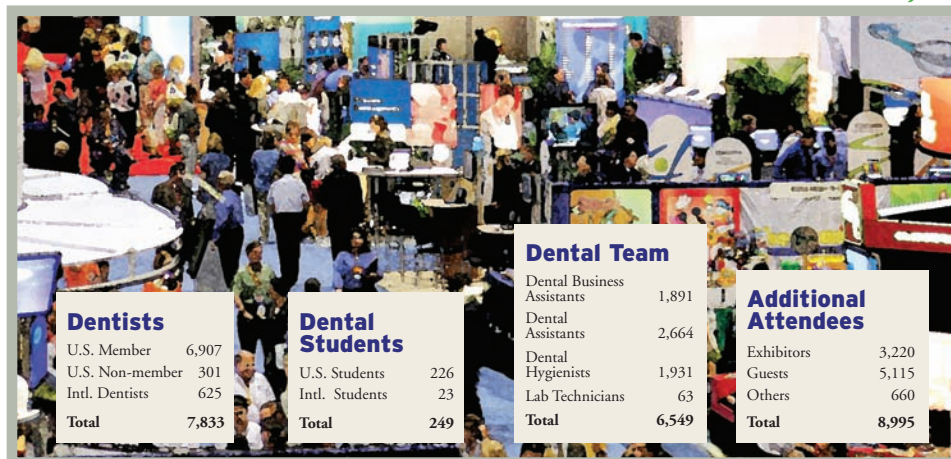
Take Your Invisalign Practice to the Next Level with the Pride Institute, by Dr. David Ostreicher

(day 1) and Amy Morgan, chief executive officer, Pride Institute (day 2) will be held at the Kauai Marriott Resort and Beach Club.

Marriott resorts on each island are offering reduced ADA rates for post-session registrants or attendees taking extended vacations. (No shuttle service is provided from other properties to the post-session continuing education programs.) For details, visit the registration area, Hawaii Convention Center, Entrance Lobby. ■

Attendance

GRAND TOTAL 23,626



*Figures represent registration through noon Wednesday.

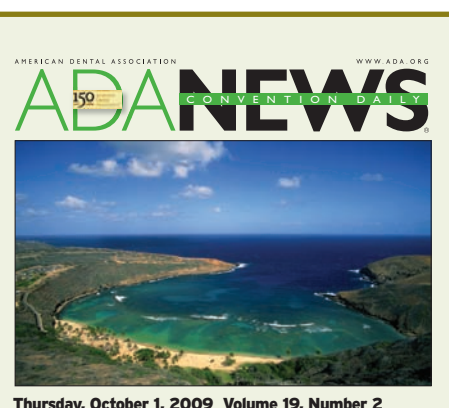
CE on your timeline

Annual session learning can continue long after you leave Hawaii when you purchase the Multimedia Package, which includes recordings of more than 250 hours of education (as released by each presenter).

Purchase the Multimedia Package on-site for only \$199 and get the special 150th

Anniversary Triple Play edition that includes meeting content from the 2007, 2008 and 2009 annual sessions. (After the meeting, 2009 content is \$299 and the Triple Play will cost \$350.)

Visit the ADA Pavilion on the third floor of the convention center to purchase your package. (Multimedia recordings of annual session courses are not eligible for ADA CERP continuing education credit.) ■



Thursday, October 1, 2009 Volume 19, Number 2

Published daily September 30 through October 3 during the 150th Annual Session of the American Dental Association in Honolulu.

The ADA News Convention Daily office is located in Room 326B of the Hawaii Convention Center. Phone: 1-808-792-6610; Fax: 1-808-792-6619 E-mail: "adanews@ada.org"

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ADA Pavilion offers array of services

There'll be something for everyone who explores the ADA Pavilion during annual session this week at the Hawaii Convention Center.

The ADA Pavilion, on the third floor of the convention center, will be open today through Saturday, 6:30 a.m. to 3:30 p.m. and Sunday, 7-10:30 a.m.

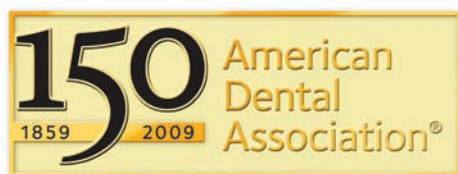
A special 150th anniversary exhibit will showcase the history of the ADA and dentistry and offer member dentists a chance to record their thoughts and aspirations for the future of the Association and the profession.

Attendees can also sign up for a chance to win a copy of the soon-to-be-published coffee table book, 150 Years of the American Dental Association: A Pictorial History (funded by Great-West Life), and members can pick up their Hawaii annual session and 150th anniversary commemorative lapel pins.

Copies of 150 Years of Progress: Highlights of America's Scientific Contributions to Dentistry and Dental Practice, a special supplement to The Journal of the American Dental Association in honor of the ADA's sesquicentennial, will also be



Army honors: Maj. Gen. Russell Czerw (left), chief of the Army Dental Corps, and Command Sgt. Maj. David J. Vreeland pin a pair of eagles on the shoulders of dentist and newly promoted Army Col. Dianne Pannes Tuesday at the Hawaii Army Museum at Ft. DeRussy Recreation Center in Honolulu. Congratulating her (photo, right) is Col. William R. Bachand, commander, Pacific Regional Dental Command, and ADA President John S. Findley (right). Dr. Pannes is an alternate delegate to the ADA. Colleagues, friends and family attended the rooftop ceremony.



available.

Dentists can also participate in a hands-on evaluation of shade-matching instruments at the ADA Professional Product Review's Product Forum. Participants will earn one hour of continuing education credit and data collected will be featured in an upcoming issue of The Review.

The ADA Pavilion will also provide opportunities for attendees to experience a variety of

ADA member services, including:

- a sneak preview of the new ADA.org Web site, launching in early 2010;
- discounts of up to 15 percent at the ADA Catalog and Store and a chance to check out the ADA's new patient education DVD series, Toothflix;
- free professional photo portraits for ADA members, downloaded to a flash drive and ready to use on the dentist's Web site and on the new Find-A-Dentist site on ADA.org;
- the opportunity to register, book housing and get information about the ADA annual session in Orlando, Fla., Oct. 9-12, 2010, at the Orange County Convention Center;
- information from ADA Member Services on

retirement planning, the latest scientific research, ADA-endorsed products and services for the dental practice and an update on the ADA's advocacy efforts on behalf of the public and the profession;

- a chance to meet and greet colleagues at the ADA Retired Members Lounge, sponsored by the ADA Foundation, and the First-time Attendee Orientation Center;
- an Internet Zone for attendees to keep in touch with the office and family or record CE verification codes;
- the Multimedia Sales booth, offering access to 250 hours of continuing education recorded on-site during the meeting that you can share with the entire dental team after annual session. ■

ADA prompts EOB language changes

BY ARLENE FURLONG

The ADA's efforts with insurers on behalf of members are resulting in more accurate explanation of benefits language, dentists say.

"We meet with insurers on a regular basis about dental benefit issues," said Dr. Bert Oettmeier, incoming chair of the Council on Dental Benefit Programs. "CDBP welcomes the opportunity to hear members' concerns about EOB language that in members' opinions may be inaccurate, defamatory or interferes with the dentist-patient relationship."

The council provided information this year where ADA members were in effect told they were submitting incorrect codes. United Healthcare and Shasta Administrative Services questioned the codes for procedures that some dentists were reporting.

The option that the insurers believed appropriate was problematic because according to the current Code on Dental Procedures and Nomenclature, it could have resulted in reporting procedures which the dentists did not perform. After considering information provided by CDBP, the payers determined to use EOB language based on their processing policies when they apply an alternate benefit, but accepted the dentists' coding submissions as reported.

UHC initially denied a D1110 (adult prophylaxis and topical fluoride), stating in its EOB,

"Member's age not within plan guidelines," due to processing policies based on age instead of state of dentition, per the code descriptor. After receiving information from CDBP staff, UHC determined it would accept the claim with the code for a 12-year-old patient with no primary dentition as reported and applied an appropriate alternate benefit for reimbursement.

"We are also in the process of re-examining our overall approach to reimbursement for this procedure and would be happy to keep you updated on our progress," said Dr. Michael Weitzner, in a February e-mail to the council. The vice president of Clinical Product Development, United Healthcare Specialty Benefits/United Healthcare Dental in Rockville, Md., Dr. Weitzner is the current president of the American Association of Dental Consultants.

Shasta Administrative Services, Redmond Ore., reported to the council in April that it would not ask dentists to resubmit a D4342 code when a D4341 for periodontal scaling and root planing was performed.

Early this year a dentist complained to CDBP that instead of applying an alternate benefit for a D4342 and noting it on the EOB, Shasta told the dentist: "D4341 may be better represented by another code; D4342 does warrant." CDBP

provided information to Shasta indicating such EOB language was inaccurate, as Shasta's requirement that at least four teeth in the quadrant must display 4 mm or more pocket depth with loss of attachment and some bone loss in order to meet the requirements for reporting D4341 differs from the code descriptor for D4341, which does not mention bone loss or pocket depth.

"We want dentists to submit accurately for the procedures they performed, according to the current Code," said Dr. Oettmeier. "We're happy when insurers understand where discrepancies exist," he said about the success with Shasta.

Dr. Jerry Zackin called Blue Cross Blue Shield of Georgia's commitment to discontinue the EOB statement—Your dental plan does not allow benefits for services on a tooth that has an unfavorable five-year prognosis—"a step in the right direction." The insurer told CDBP staff that as of May 2009, such EOB language would no longer be used.

Dr. Zackin, a retired periodontist and insurance consultant for the American Academy of Periodontology, said, "All the science shows such prognosis is very difficult to determine even by the best trained experts."

Dr. Oettmeier advises dentists to continue to contact the council about EOB issues important to them, adding, "ADA successes often have



Dr. Oettmeier: "CDBP welcomes the opportunity to hear members' concerns about EOB language that in members' opinions may be inaccurate, defamatory or interferes with the dentist-patient relationship."

broader implications on the entire profession."

ADA members interested in contacting CDBP about EOB language should contact the ADA at the toll-free number or via e-mail at "dentalbenefits@ada.org". ■

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References: 1. Fröhlich S, Maiwald HJ, Flowerdew G. Effect of gum chewing on the pH of dental plaque. *J Clin Dent.* 1992;3:75-78. 2. Dawes C, Dong C. The flow rate and electrolyte composition of whole saliva elicited by the use of sucrose-containing and sugar-free chewing-gums. *Arch Oral Biol.* 1995;40:699-705.



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CE ticketing information

Registrants must have a ticket for each continuing education course, including fee, no-fee, Education in the Round and workshops.

To minimize disruption to participants, admission to courses will be restricted to the first 30 minutes of the course. Individuals who arrive more than 30 minutes after the published start time will be asked to wait until a break to enter the rooms.

Fee courses, Education in the Round and Workshop tickets can be purchased on-site up to the scheduled start time of a course (based on availability). No-fee course tickets can be

reserved on-site up to the day before the scheduled course (based on availability). Check availability for and purchase CE course tickets in the convention center registration area, entrance lobby.

Those who reserve a ticket for a no-fee course are only guaranteed seating up to the published start time of the course. After that time, admittance will be on a first-come, first-served basis, regardless of advance registration, until the room is full.

Tickets are not required for free CE in the Live Operator Center or LOC. ■

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In honor of the ADA's 150th anniversary, attendees can experience 150 High-Tech Products on One Stage at the Live Operator Center, or LOC. This unique presentation allows you to follow a patient exam through a series of high-tech products and procedures for the total digital dental experience.

Forty-five minute courses begin at 8 a.m. and 11:45 a.m. today through Saturday and attendees

can earn 1 hour of free continuing education credit.

Also at the LOC, see how CAD/CAM technology can expand your practice with live patient demonstrations of the two in-office systems. Courses begin at 9:15 a.m. and 1 p.m. daily.

The Competition Hub, open from 7:30 a.m.-3:30 p.m. Thursday-Saturday offers attendees the opportunity to learn from their peers when they view the Education Exchange Competition (professional table clinics, redesigned); the Adult Preventive Care Practice of the Year Competition and the 2009 Dental Office Design Competition. Earn 1 hour of free CE by viewing the competitions.

Winners of the 2009 Dental Office Design Competition will be announced on Friday at 1 p.m. Winners of the Adult Preventive Care Practice of the Year Competition and the Education Exchange Competition will be announced on Saturday at noon and 1 p.m. ■

The ADA Members Retirement Program



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Visit the ADA Members Retirement Program, Booth #717, at the ADA Annual Convention

There are 3 good reasons to make the ADA Members Retirement Program Booth your first stop at the Annual Convention in Hawaii...

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2. You'll get a chance to speak to a Members Retirement Program Specialist, who will help you customize a retirement plan specifically for your practice.
3. You'll receive FREE information on the only retirement program endorsed by the American Dental Association for its members.

Free Convention Seminar

You are cordially invited to attend the ADA Members Retirement Program's free seminar, "Retirement Plan and Investment Update," on Thursday, October 1st, from 11:30 a.m.-2:00 p.m. For details on location, please stop by the ADA Members Retirement Program, Booth #717, or check the banners in the exhibit hall at the Annual Session.

For information on the Program, call toll-free 1-800-523-1125, ext. 7449, or visit our Web site at www.axa-equitable.com/ada.

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GE-43335 (3/08)

An Evening Under the Stars tomorrow

Have you exchanged your coupon for a seat assignment for "An Evening Under the Stars"?

Those who purchased orchestra, terrace and upper terrace tickets before Sept. 3 received a ticket exchange coupon in their registration packet. Coupons must be exchanged for assigned seating at the ticket exchange booth at the Hawaii Convention Center, entrance lobby. (To ensure group seating, please redeem multiple coupons at the same time.)

The evening will feature hands-on island-themed activities and an exclusive Polynesian stage show spectacular showcasing the songs, dance and pageantry of the island nations.

A specially commissioned musical finale will mark the ADA's 150th anniversary. This song will be available for download at ADA.org starting on Oct. 7.

Parking is not available at the Waikiki Shell. Shuttle service from all ADA official hotels begins at 6:30 p.m. and doors at the Waikiki Shell open promptly at 6:45 p.m.

Tickets are still available: \$79 for terrace chairs; \$69 for upper terrace chairs; \$55 for lawn seating; and \$30 for lawn seating for children under 12. Lawn seats are not assigned and are available on a first-come, first-served basis when the doors open. Mats will be provided for lawn ticket holders. ■

Hungry?

If you ordered a Grab-and-Go gourmet boxed lunch when you registered, you can pick up your lunch in the Restaurant/Concession areas of the ADA World Marketplace Exhibition, located at either end of the exhibit hall. Each lunch features a sandwich or salad, chips, dessert and choice of soda or bottled water.

Or, check out convention center dining outlets featuring an array of flavorful specialties each day. Grab-and-Go lunches are also available for purchase on-site in the World Marketplace Exhibition or on the 3rd floor of the convention center. Maximize your shopping and networking time with a convenient and tasty lunch in the convention center. ■

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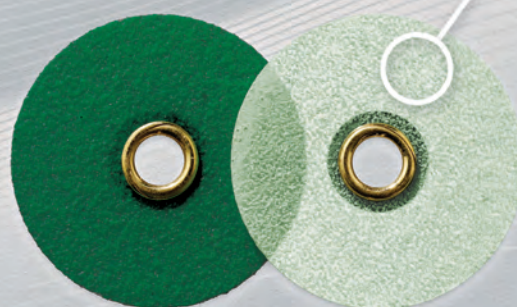
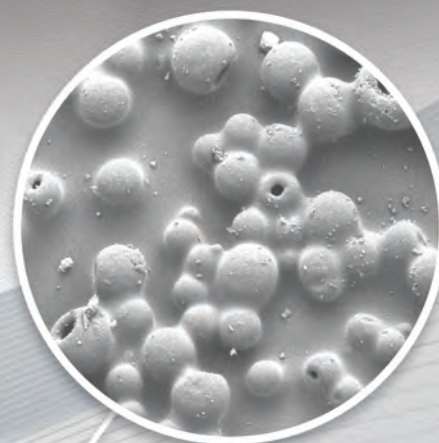
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Stop by

ULTRADENT BOOTH 214

to learn more.

Dean, dental leader lauded as consensus builder

Dr. Kalkwarf earns 2009 ADA Distinguished Service Award

BY KAREN FOX

Dr. Kenneth L. Kalkwarf, this year's recipient of the ADA Distinguished Service Award, had a difficult decision to make during his earliest days in dental education.

The choice was between an academic post that would keep him connected with his specialty of periodontology and an administrative post that could provide an opportunity to affect dental education in a broader sense.

"When the dean position opened at the University of Texas Health Science Center at San Antonio Dental School, I made the decision to move further away from my specialty," Dr. Kalkwarf said. "It was difficult to do, but I'm glad. I think I have more to offer at all levels of dental education."

"There are a lot of good people in periodontology," he said, and joked: "I'm not sure I could have added much to what they've done."

As it turns out, one of the benefactors of Dr. Kalkwarf's decision to pursue an administrative post appears to be the ADA.

The dean of the UTHSC-SA Dental School and past president of the American Dental Education Association is being lauded as a leader and consensus builder whose contributions have brought diverse, sometimes divergent, communities together for the betterment of the profession. Dr. Kalkwarf will receive the Distinguished Service Award tomorrow during the opening of the first meeting of the House of Delegates.

ADA President John S. Findley called him over the summer to share the news.

"When the initial shock wore off, I told John that I love doing everything I'm doing, so it's nice to hear some of the things I'm doing might

have been important," said Dr. Kalkwarf.

"Ken has touched so many groups in our profession and been a link between the educational community and the profession, and young dentists and more established members. It's his collaborative spirit that really shines through," said Dr. Findley. "He's served on so many councils, committees and commissions. I daresay, I don't

"In dentistry, the only way to get resolution is to bring all sides together and let everyone be heard."

think anyone could match him in hours of service spent for the ADA."

Some of his ADA leadership roles include chair of the Joint Commission on National Dental Examinations (1998-99); chair of the ADA Commission on Dental Accreditation (2003-04); and member of the Task Force on the Commission on Dental Accreditation (2007-08). He was president of ADEA in 2006-07.

More recently Dr. Kalkwarf was founding chair for ADEA's Commission on Change and Innovation in Dental Education, which was formed in 2005 to investigate systemic change to advance and sustain curricular reform.

In addition to his leadership roles, Dr. Kalkwarf demonstrates many attributes that make him an ideal candidate for the ADA award.

"Being called 'teacher' to me is one of the highest compliments that can be paid a person," said Dr. Findley. "Ken deserves the compliment."



Dr. Kalkwarf

He has significantly and with great humility been an integral part of shaping the future of education, the profession and health care.

"We've been on opposite ends of several different discussions, and we have been together on many more issues," he continued. "Dr. Kalkwarf is fair, his actions have always demonstrated

his dedication to the profession and the ADA, and his commitment to quality in dental education and genuine concern for the well-being of those in our care has been demonstrated by his actions over many years."

"My father brought me up to realize that people often disagree about things, but if you can bring them to the table, you can find more common ground than they thought existed," Dr. Kalkwarf said. "In dentistry, the only way to get resolution is to bring all sides together and let everyone be heard."

A native Nebraskan, Dr. Kalkwarf received his dental degree from the University of Nebraska College of Dentistry in 1970 and completed a general practice residency at Marquette University and VA Medical Center in Milwaukee. He returned to Nebraska for perio training and a master's in oral biology then planned to move west for private practice when a faculty position opened up at the dental school, which gave him an opportunity to teach in the predoctoral, postgraduate, allied dental education and CE programs. The situation improved even more when he met his wife of 35 years, Sharon.

He later took on a dual assignment at Nebraska that included serving as program director for the periodontal residency and director of advanced education. Soon the dental school in San Antonio came calling, where Dr. Kalkwarf accepted an appointment as associate dean for advanced education, then became dean in 1988. He is the fifth dean in the school's history, but has spent more time in that capacity than the previous four combined.

"I've been privileged to work with three presidents here who are very supportive and allow the dental school to do outstanding things," he said. "I was fortunate to be in the right place at the right time, become a dean at a young age and stick with it a long time."

He and Sharon are the parents of Kyle and Kevin, both Iraq War veterans and graduates of the United States Military Academy at West Point. Kyle, 30, was in the first wave of Army troops in Iraq and served two tours of duty. Kevin, 25, is an Army pilot who has had one tour. Kyle is now a third-year medical student at the UTHSC-San Antonio, and Kevin is stationed at Fort Hood. Sharon will be with Dr. Kalkwarf when he receives the award.

"I'm so pleased that the ADA has chosen to recognize an educator," said Dr. Kalkwarf.

"It's one of the strong points of the ADA," he added. "Though most members are private practicing general dentists, the Association works hard to open doors to specialists, dentists serving in the uniformed services, individuals who work in community clinics, educators and dental researchers. That openness has encouraged many conversations under the umbrella of the ADA and it has been a very positive attribute." ■

Renowned researcher earns prestigious honor

Dr. Slavkin receives 2009 ADA Gold Medal Award for Excellence in Dental Research

BY JENNIFER GARVIN

Teacher. Leader. Researcher. Mentor.

Who could choose one word to describe Dr. Harold Slavkin?

As one of the world's experts on craniofacial development and genetic birth defects, Dr. Slavkin is known throughout dentistry for his tireless work on the health care needs of minorities and for simultaneously helping inspire the next generation of dental researchers.

He is also known for his eight-year tenure as dean of the University of Southern California School of Dentistry and five years spent as the director of the National Institute of Dental and Craniofacial Research. For these accomplishments, he is the recipient of the 2009 ADA Gold Medal Award for Excellence in Dental Research.

The Gold Medal Award is the Association's most prestigious scientific honor and is presented every three years to an individual who has contributed to the advancement of the profession of dentistry or who has helped improve the oral health of the community through basic or clinical research. In addition to receiving \$25,000 and a gold medalion, the winner serves a three-year term on the Council on Scientific Affairs.

Dr. Slavkin learned he'd received the honor from a phone call from ADA President John S. Findley in July. He will receive the award tomorrow at the opening of the House of Delegates.

"I was deeply touched," he said. "I hold a very sincere sense of appreciation and feel pride and much humility."

Combing through the pile of nominations for Dr. Slavkin, one word came up repeatedly: vision.



Dr. Slavkin

Peers, fellow dentists and former students praised him for what one described as his "lifetime of contributions to dental research."

Dr. Tom Diekwisch, current head of the oral biology department at the University of Illinois at Chicago College of Dentistry, summed it up best, saying, "At a stage when most remain stagnant, Hal is

still open to everything new."

Said Dr. Michael Rethman, chair of the ADA Council on Scientific Affairs, "Dr. Slavkin has long been one of the profession's most influential thought leaders and futurists and has had a major impact on public policy and the dental research enterprise."

Dr. Harold Slavkin—Hal to everyone—was born in Chicago, the son of Ukrainian immigrants who pressed upon him to "do what makes you happy." He got his start in dentistry at the age of 17 when he joined the U.S. Army as a dental technician at Fort Sam Houston and later served at the Walter Reed Army Medical Center from 1955-58. There, he was exposed to craniofacial prostheses for severe facial burn patients.

During training, he met and was inspired by Dr. Henry Sutro, a California dentist who encouraged him to get a liberal arts education. His parents stressed he could be whatever he wanted, but he found himself drawn to the profession of dentistry. By that time, his family was in California and he enrolled in USC dental school, the same institution from which he received his bachelor's degree

in English literature in 1961.

A voracious reader, he went from studying the classics to diagnosing caries as a dental student from 1961 to 1965. Along with two other dental students, Marvin and Stanton Cantor, he engaged in student dental research and the group published several peer-reviewed papers that focused on the second division block of the trigeminal ganglion. He also was inspired by Dr. Marsh Robinson, and together they studied amputation neuromas and were published in The Journal of the American Dental Association.

"I'd like to see a minimum of oral health care for everyone regardless of age or ability."

Dr. Slavkin eventually joined the USC faculty in 1968 and was the first hire of then dean John Ingle. All in all, he has been with the university for 51 years.

In the 1970s, Dr. Slavkin described the potential values of the developing tooth organ as a model system for studies of morphogenesis, intercellular communications, differential gene expressions and principles of biomineralization.

He and his colleagues discovered the major gene for enamel (amelogenin) and mapped the human gene to the X and Y chromosomes. They also identified the role of a number of dentin proteins, and also contributed to the elucidation of a number of inherited craniofacial malformations such as the MSX-1 gene and "Boston-type" craniosynostosis.

The group also made a number of seminal discoveries related to cementum and cementogenesis.

Vowing never to retire—playing golf or lying on a beach is not for him—Dr. Slavkin stepped down as dean in 2008 and is currently on sabbatical, but plans to return to USC in early 2010 to resume being part of the Center for Craniofacial Molecular Biology (of which he is the founding director) and teaching in the graduate school and dental school.

Even while on sabbatical, he is still at CCMB three times a week. He also is working on a novel and enjoys spending time with his wife, Lois, and their family, and continues to advocate for people facing health care inequities—"I'd like to see a minimum of oral health care for everyone regardless of age or ability"—and credits Lois with sparking his commitment to disadvantaged populations, particularly children, through her tireless work with nonprofit organizations and charities.

One project close to home was the 12-year fight to fluoridate the water of Los Angeles County and Southern California.

Tired of being told "no" by the individual city councils he helped present to, the community group finally sought the backing of the Metropolitan Water District and convinced them to fluoridate the water from their end.

From 1995-2000, Dr. Slavkin served as the sixth director of the NIDCR, where he was credited with the institute's name change (it was formerly called the National Institute of Dental Research) and being instrumental in the formation of the Friends of the NIDCR and helping create the Surgeon General's first report on oral health, a report that remains groundbreaking today. ■

Matsco offers CE courses

Matsco, the only practice financing company endorsed by ADA Business Resources offers four CE courses this week. They are:

- 2009 Dental Office Design Competition—Earn 1 hour of free continuing education credit by viewing this year's Dental Office Design Competition entries. The entries are on display from today through Saturday and the winners will be announced on Friday at

1 p.m. at the competition display area in the Live Operatory Center of the World Marketplace Exhibition.

- Preparing for Practice Ownership (Course 5113)—Today, 11 a.m.-1 p.m. Learn how to make the transition from associate to practice owner.

- Dental Marketing Strategies and Tactics (Course 5315)—Today, 11:30 a.m.-2 p.m. Learn proven marketing strategies and tactics to help build and sustain your dental practice.

- Building Your Dream Office in a Challenging Economy: Business & Financial Planning (Course 6114)—Friday, 11:30 a.m.-2

p.m. Get the information that can help you to with smart office planning in today's economic environment.

- Building Your Dream Office in a Challenging Economy: Design & Technology Planning (Course 7109)—Saturday, 12 p.m.-2:30 p.m. This program explores the design and technology strategies of smart office planning in today's economic environment.

To check availability of courses, visit the registration area. Free-course tickets can be requested up to 24 hours before the course. Fee-course tickets can be purchased up to the start of the course. ■

Patient DVDs at ADA Store

The ADA Store is spotlighting the Toothflix DVD Series. The Store, which features the latest ADA patient education and product management resources, is open from 7 a.m.-4 p.m. Thursday through Saturday, and 7:30-11 a.m. Sunday.

Toothflix 3-D animations and in-office footage explain treatment and stimulate awareness in prevention, cosmetic options and overall health. Save 15 percent on the Toothflix DVD Series at annual session. Visit "www.ada.org/goto/toothflix" or call 1-800-947-4746. ■

Ready to win?

You can win a trip for two to the 2010 ADA annual session in Orlando, Fla. a \$5,000 shopping spree or one of many hourly drawing prizes when you enter the ADA Super Sweepstakes.

Visit five participating companies today through Saturday, 7:30 a.m.-3:30 p.m., collect a sticker and a booth number on your game card (found on the back of the ADA Exhibitor coupon book) and drop your completed entry form at the Super Sweepstakes booth in the ADA World Marketplace. The coupon book also contains valuable coupons redeemable at participating exhibitors' booths. ■

Perks for first-timers at session

If this year's ADA annual session is your first, be sure to visit an area specially designed to enhance your experience.

Located in Room 317A of the Hawaii Convention Center, the First-Time Attendee Orientation Center is a place for session-goers to obtain information about annual session, plan activities or just rest their weary feet. Volunteer dentists and ADA staff will assist first-time attendees and answer questions about organized dentistry.

Hours are Thursday through Saturday, 6:30 a.m.-3:30 p.m., and Sunday, 7-10:30 a.m. ■

Bag it Free tote bag from Hawaii



Easy transport of your annual session materials is in the bag—the official 2009 annual session tote bag, to be exact—thanks to tote bag sponsor Novalar.

Annual session attendees may pick up a free tote bag in the ADA World Marketplace Exhibition beginning at 7:30 this morning. ■

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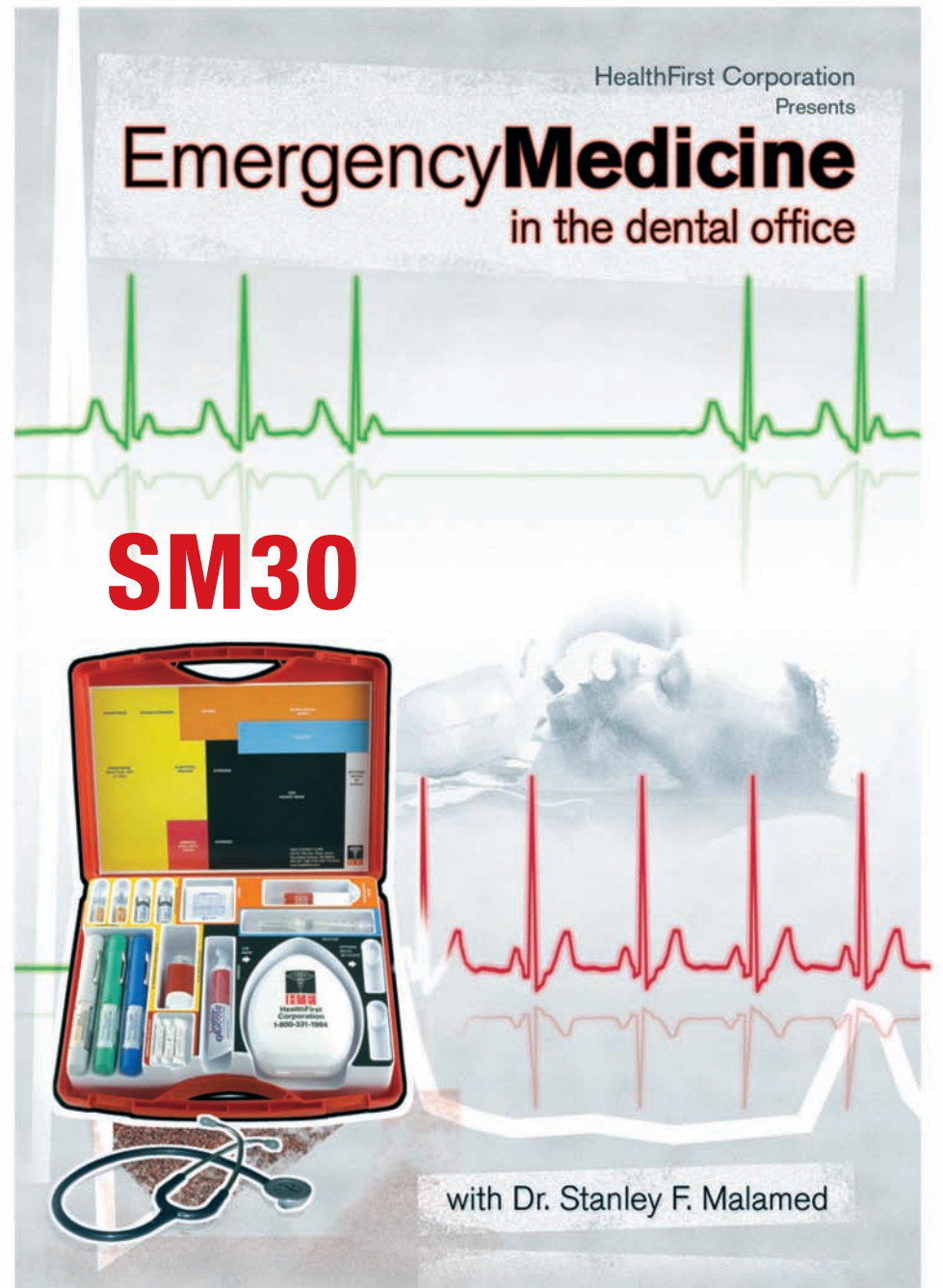


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Don't shortchange oral health, says DTA in new ad campaign

BY JENNIFER GARVIN

Arlington, Va.—The Dental Trade Alliance has a new ad campaign designed to encourage people to visit their dentist despite the recent economic downturn.

The “Oral Healthcare Can't Wait” awareness campaign urges patients not to shortchange their oral health. The campaign includes seven ads.

“These days, people are cutting back on a lot. Make sure your dental appointments aren't one

of them,” note the ads, explaining that making and keeping regular appointments is the key to good oral health. As a courtesy, the Association is running one of the ads in the October issue of The Journal of the American Dental Association. The



Mr. Price

ads also will appear in dental trade publications.

“One of the reasons we decided to do this was the realization that patients were postponing oral health care because of the economy,” said Gary Price, DTA chief executive officer. “We can't let that happen. Our goal was to sponsor a campaign with all of our dental friends.”

“The ADA was delighted to hear that the DTA was interested in doing this campaign, and we applaud their efforts,” ADA President John S.



Can't wait: Ads like these urge patients to think twice before postponing dental care.

Findley said. “In today's world, the necessity of collaboration to improve health is obvious. It is good to see DTA moving in this direction.”

Mr. Price hopes the message will encourage patients to seek and accept recommended oral care treatment.

The DTA Web site lets consumers know that “the negative effects of postponing oral care treatment are significant ... But it doesn't have to be this way. Although we face economic challenges on a global basis, the majority of Americans still have the ability to make continued and comprehensive oral care an integrated part of their lives.”

Mr. Price said DTA hopes to continue the campaign, even as the economy improves. The ads also point to the possible association between poor oral health and other health problems as reasons for patients to make visiting the dentist a priority.

“We hope this is sustainable for many years to come,” he said.

In addition to the ads, the DTA has communication materials on its Web site at “www.dentaltradealliance.org”. ■

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ADA Foundation Give Kids A Smile Fund

ADA 150th Anniversary Celebration

ADA Foundation Health Screening Program at Annual Session

Dental students create ethics videos

The ADA Council on Ethics, Bylaws and Judicial Affairs has awarded the grand prize in the 2009 Student Ethics Video Contest to a group from the University of Illinois at Chicago College of Dentistry.

Illinois students Samuel D. Willens, Kaori Ema, Samia Rageb, Shivam Patel, Jason Foreman and Michael Rabinowitz entered the contest with their video, “Do the Right Thing.” Each of the students will receive a share of the \$1,000 grand prize.

The contest's goal is to create greater awareness of ethical dilemmas that dental students and professionals encounter, and to provide a forum for students to consider how those dilemmas should be addressed using the ADA Principles of Ethics and Code of Professional Conduct (also known as the ADA Code).

“Do the Right Thing” focuses on ADA Code Sections 1.B., Patient Records, and 2.G., Personal Relationships with Patients, and Advisory Opinion 5.B.6., Unnecessary Services.

The video will be shown in a continuous loop Thursday thru Sunday during program hours on a monitor located adjacent to the ADA Pavilion, near the top of the escalators outside Room 317A.

Honorable mention awards in the 2009 Student Ethics Video Contest went to students at the University of Alabama at Birmingham and University of Michigan dental schools. ■

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'We see possibilities and go for them'

Carol Reitz to be installed Sunday as president of the Alliance of the ADA

BY STACIE CROZIER

Reading, Pa.—Carol Reitz may be too busy to notice she has just become an empty nester.

She will be heading up the efforts of the Alliance of the American Dental Association in legislative advocacy, dental health education for children and seniors, well-being of the dental family, leadership and membership when she's installed as the new Alliance president Sunday during AADA's 2009 Convention.

With a mission as "the dental spouse organization dedicated to the dental family," the Alliance has changed its focus during the 29 years Mrs. Reitz has been a member.

"When I joined, the auxiliary, as it was called then, was composed of just women. Our meetings were more formal and we concentrated on dental health education and raising monies for scholarships," she said. "We planned more social events. The Alliance today is more involved in everything. We send legislative alerts, talk to legislators and create programs that help all ages for dentistry, from cradle to grave. We don't sit still, we see possibilities and go for them."



Mrs. Reitz

She and her husband, Dr. John Reitz, a Reading general dentist, have three children; Christopher, 26, a graduate student at Princeton University; Eric, 23, a singer and songwriter in the Outer Banks of North Carolina; and Lauren, 18, a

freshman at Bucknell University. In her spare time, Mrs. Reitz competes on a U.S. Tennis Association adult tennis team that went to the Nationals in 1999 and is captain of a senior tennis team.

Mrs. Reitz brings nearly three decades of experience at the national, state and local levels to her presidency. She has held virtually every office for the Alliance of the Pennsylvania Dental Association and the Alliance of the Berks County Dental Society, from dental health chair to president. She has also served the national Alliance as a member of its Council on Government Affairs, liaison to the ADA Council on Government Affairs and president-elect.

A health and physical education teacher, Mrs. Reitz said dental health education activities were "an easy fit. As a young mother, doing DHE projects in the school and scouts allowed me to give back to the community and do projects at their schools. As my kids grew, I saw a need to be more actively involved in the legislative arena. After working on the ADA's Council on Government Affairs for four years I believe that is where the Alliance can make the greatest impact for the practice of dentistry and our dental families."

Mrs. Reitz calls the Alliance "an untapped resource of highly motivated and talented ADA

spouses committed to supporting the ADA and our dental spouses. I am here today because I said 'I do' to an ADA dentist and this is where I choose to spend my time as a volunteer."

She hopes that her fellow Alliance members will continue to offer their time and talents as dentists' representatives in their own communities, from schools, scouting groups, churches and retirement homes to local, state and national legislators; plus continue to be involved in programs that address baby bottle tooth decay, mouthguards, smokeless

tobacco, oral consequences of methamphetamine abuse, or meth mouth, Give Kids A Smile programs and programs for older adults.

Another priority for her presidential term will be increasing Alliance membership through the organization's strategic planning efforts, for which she is chair. "We need the ADA and the ADA spouses to see and feel the value of belonging to the Alliance and supporting their spouse and their dental family. We will be changing and redefining the direction of the Alliance to meet

the needs of our membership. Times have changed, we all have busy schedules and many spouses have their own careers. As president, I hope to motivate and encourage our membership to be involved, engaged and excited about making a difference in how dentistry is practiced, how it impacts the oral health of our communities and how dentistry takes care of the practitioners and the dental family.

For more details on AADA activities, visit the Web site, "www.allianceada.org". ■



Council on ADA Sessions: From left, front row, Drs. Stephen W. Carstensen; Robert L. Skinner (chair, 2009 Council on ADA Sessions); James K. Feldman; Michael D. Medovic. Second row, Drs. W. Ken Rich (6th District trustee, 2009 Board liaison); Mary Beth Dunn; Kevin M. Laing; David K. Okano; Roger B. Nofsinger; Kent H. Percy; Calbert M. Lum (chair, 2009 Committee on Local Arrangements); John R. Williams; Risé L. Lyman. Third row, Benjamin S. Adams; Ronald K. Heier; Randy G. Fussell; Michael Remes; Mark C. Huberty; Wayne E. Stephens; Richard K. Rounsaville; Hutson E. McCorkle; Gary K. Dubin.



2009 Committee on Local Arrangements: From left, front row, Drs. Albert T. Yamamoto, co-chair, Hospitality Committee; Gary A. Uriu, co-chair, Program Committee; Calbert M. Lum, chair, 2009 Committee on Local Arrangements; and Edward L. Ho, 2009 vice chair. Second row, Gerald Adachi, co-chair, Program Committee; Alan Tamashiro, co-chair, Hospitality Committee; Derek H. Ichimura, co-chair, Program Committee; Glenn M. Okihiro, co-chair, Registration and Special Services Committee; and Russell J. S. Tom, co-chair, Registration and Special Services Committee.

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If you're in Honolulu for annual session, you can stop by to thank these exhibitors. They are:

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